

16th YEAR • A WEEKLY PUBLICATION

File Copy
8/27/58

1956

Calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.

TRAFALGAR 9-2343

fashion

january						
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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, AUGUST 24, 1956</u>			
Friday August 24 2:00 P.M.	PRESS PREVIEW: HOME FURNISHINGS SHOW Seventh National Home Furnishings Show, with over 200 exhibits. Special feature will be 14 "personality" model rooms. By invitation only. Open to public, <u>Aug. 25 - Sept. 9, 11:00 A.M.-10:30 P.M.</u> (Sunday, 1:00-10:30). Admission: \$1.50. Publicity: Nan Morrison at Harold J. Siesel Co., 216 E. 49th St., PL. 9-6440.	NATIONAL HOME FURNISHINGS SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
<u>WEEK BEGINNING SUNDAY, AUGUST 26, 1956</u>			
Sunday August 26- August 30	FIFTY-FIRST ANNUAL JEWELERS CONVENTION More than 10 million dollars worth of jewelry, watches and silverware will be displayed. Contact: Charles M. Isaac, 551 Fifth Avenue, MU. 2-2764.	AMER. NAT'L RETAIL JEWELERS ASSOCIATION	WALDORF-ASTORIA
Monday August 27 9:30 A.M. Breakfast	PRESS PREVIEW: HATS AND FALL FASHIONS "Lovely Lady" millinery and Rose Room fashions for Fall. By invitation. <u>Customer millinery shows</u> , Thurs., Aug. 30 on third floor at 5:30 and 6:30 P.M. Publicity: Juli Daves, TR. 5-7200.	ABRAHAM & STRAUS	7TH FLOOR EXEC. CONFERENCE ROOM
Monday August 27 12:30 P.M. Luncheon	PREVIEW FOR BEAUTY EDITORS Press luncheon to introduce "Rose Aurora," Elizabeth Arden's new cosmetic color. By invitation only. Publicity: Adele Dyer, PL. 3-3410.	ELIZABETH ARDEN	ST. REGIS HOTEL LOUIS XVI SUITE
Tuesday August 28 11:00 A.M.	"MISS BERGDORF" FALL FASHIONS The press will be invited to preview "Miss Bergdorf's" Fall fashions. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR
Tuesday August 28 11:00 A.M.- 4:00 P.M.	PRESS PREVIEW OF "TEXTILES, U.S.A." The Museum's first major exhibition devoted entirely to American textiles with 190 examples of apparel, home furnishings and industrial textiles produced during the last ten years by manufacturers and individual craftsmen, ranging from denim and brocade to automobile tire cord and nylon parachutes. Co-sponsored by American Fabrics Magazine. By invitation. Open to public, Aug. 29 - Nov. 4. Publicity: Elizabeth Shaw, CI. 5-8900.	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET FIRST FLOOR & GARDEN
Wednesday August 29 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW OF SWIMWEAR FOR 1957 Advance preview for the press of Nettie Rosenstein's swimwear collection. By invitation only. Publicity: Tricia Hurst, at Lawrence Klingman Assoc., 159 Madison Ave., MU. 5-1691.	NETTIE ROSENSTEIN SWIMWEAR	HOTEL PLAZA WHITE & GOLD SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday August 29 5:00 P.M.- 7:00 P.M.	PREVIEW OF FALL DECORATOR FABRICS Jofa will present their Fall collection of upholstery and drapery fabrics. By invitation. Publicity: Richard Dillon, CH. 3-6112.	JOFA, INC.	45 EAST 53RD STREET
Thursday August 30 10:30 A.M. Breakfast	PRESS PREVIEW OF IMPORTS Preview of imports and Macy's own petite couturier imported fashions. By invitation only. Publicity: Nancy Rosenfield, OX. 5-4400, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday August 30 6:00 P.M.	SHOWING OF CAREER FASHIONS Russeks will present their career fashions. Open to public. Publicity: Marjorie Fields, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Sept. 3	LABOR DAY (Monday)---Legal Holiday.		
Monday Sept. 3 Evening;- Tuesday Sept. 4 Noon	ANNUAL FASHION AWARDS AT EXPOSITION IN DALLAS The Neiman-Marcus Nineteenth Annual awards for distinguished service in the field of fashion will be presented to Cecil Beaton of London, author, photographer, and costume designer; Mme. Marie-Louise Bousquet, Paris editor of Harper's Bazaar; and Guiliiana Camerino of Venice, designer of handbags. Fashion show and 1956 award presentation will be made before two audiences, Monday night and Tuesday noon, at the new Statler Hilton Hotel. Proceeds will go to the Dallas Garden Center. Contact: Kay Kerr, LO. 4-1200 in N.Y.; or Marihelen McDuff at Neiman-Marcus, Dallas, Texas.	NEIMAN-MARCUS	DALLAS, TEXAS
Tuesday Sept. 4 9:30 A.M. Coffee	PRESS PREVIEW: FALL COATS AND SUITS Ohrbach's will preview their Fall better coats and suits from the "Grey Room". By invitation only. (<u>Note Change of Date.</u>) Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SHOP

PRESS PREVIEWS: FALL CUSTOM-ORDER AND ORIGINALS
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED

Tuesday Sept. 4	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL: GRACE DE MUN,	PL. 3-4000
Wednesday Sept. 5	<u>BERGDORF GOODMAN</u> At 11:30 A.M.	745 FIFTH AVE.	PUBL: FLORENCE NEFF,	PL. 3-7300
Friday Sept. 7	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL: FRANCES ANDERSON,	CI. 7-1100
Tuesday Sept. 11	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL: SOPHIE SHONNARD,	EL. 5-6800
Wednesday Sept. 12	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST. (<u>Note Change of Date</u>)	PUBL: RUTH SMITH,	PL. 5-2600
Friday Sept. 14	<u>MAINBOCHER</u> At 11:00 A.M.	6 EAST 57TH ST.	PUBL: ELEANOR LAMBERT,	MU. 8-2130

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Sept. 4	OPENING: HOLIDAY & IMPORT COLLECTION Holiday and import collection at continuous daily showings. Contact: Florence Farmer, BR. 9-5991. Publ.: Saul Richman Assoc., MU. 8-1770.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Sept. 5	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 11:30 A.M. (See Pg. 2).		
Wednesday Sept. 5 3:00 P.M.	PRESS PREVIEW OF ACCESSORY BAZAAR Eighth Annual Accessory Bazaar and showing of their international collection. By invitation. Publ.: Nancy Rosenfield, OX. 5-4400, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR BOARD ROOM
Sept. 6	ROSH HASHONAH - First Day of Jewish New Year (Thursday).		
Sept. 7	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Pg. 2).		
Monday Sept. 10- Sept. 11 10:30 A.M.	PRESS PREVIEW OF HONOLULU DESIGNS Mitzi Wickham of Hawaii will present infants' thru teens' resort and loungewear by Nali'i Fashions Ltd. and children's accessories by Leslie C. Shelly of Honolulu. On <u>Sept. 11 at 10:30 A.M.</u> , resort and loungewear--Noel of Hawaii and Sydney Designs; sportswear--Peggy Wood; accessories--Barbee's; jewelry--Merle Boyer and Leslie C. Shelly; men's shirts--Anton; beach toys--Bicki. By invitation. Publ.: Elizabeth Maher Assoc., EL. 5-4248.	DESIGNERS FROM HAWAII	424 MADISON AVENUE SUITE 1402
Monday Sept. 10 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview for the press of Bergdorf Goodman's import collection. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Monday Sept. 10 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW OF MEN'S FORMAL WEAR "His Majesty - Mr. Formal" preview of the "After-Six" Spring and Summer 1957 formal wear for men. <u>Show at 5:00 P.M.</u> Publicity: Dolly Ward at Saul Richman Assoc., MU. 8-1770.	S. RUDOFKER'S SONS (PHILA., PA.)	HAMPSHIRE HOUSE THE COTTAGE
Beginning Monday Sept. 10	OPENING OF HOLIDAY COLLECTION Holiday collection of junior dresses designed by Jack Baker. Continuous daily showings. Publicity: Lee Klein at Ken Williams, JU. 6-8217.	SUE BRETT	1400 BROADWAY SHOWROOM - 8TH FLOOR
Beginning Monday Sept. 10	OPENING: HOLIDAY COLLECTION OF FORMALS Cocktail and evening dress collection designed by Harriette Harra. For press and trade, by appointment. Continuous daily showings thereafter. Publicity: Margaret Hodge, 15 East 48th Street, PL. 5-7630.	DONALD DRESS	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday Sept. 10	RESORT & EARLY SPRING OPENINGS FOR BUYERS Contact: Resort Wear Guild, 740 S. Broadway, Los Angeles 14, California.	RESORT WEAR GUILD	LOS ANGELES, CALIFORNIA
Tuesday Sept. 11 10:00 A.M.- 12:00 Noon	PRESS PREVIEW OF DECORATIVE FABRICS Preview of hand-loomed decorative fabrics, designed by Katherine Choy. By invitation. Publicity: Allene Stearn, CI. 5-9300.	ISABEL SCOTT FABRICS CORP.	515 MADISON AVENUE SHOWROOM - 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Sept. 11 11:00 A.M.	OPENING: HOLIDAY & CRUISE COLLECTIONS Will Saunders of Arkay at 11:00 A.M.; Rappi (misses and juniors) at 2:00; Anne Fogarty of Margot, beginning Tuesday, Sept. 18 at 3:00 P.M. By invitation. Contact: Margot--Nancy English; Arkay and Rappi--Ellen Eskin, LO. 5-2626.	ARKAY; RAPPI, INC.; MARGOT DRESSES	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Sept. 11 12:30 P.M. Luncheon	FALL FASHIONS BY LUIS ESTEVEZ Fall fashions by Luis Estevez, available at Lord & Taylor, will be pre- sented during luncheon. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Grenelle-Estevez contact: Elizabeth Harris, LO. 4-5820. Produced by Mary Alice Rice, CI. 6-1790.	GRENELLE-ESTEVEZ LTD.	HOTEL AMBASSADOR BALLROOM
Tuesday Sept. 11 12:15 P.M.; 1:15 P.M.	FALL DRESSES BY ABE SCHRADER Milgrim's will present Abe Schrader's Fall fashions. Press invited. Open to public. Milgrim Publ: Gladys Steiner at Lester Harrison, PL. 1-2820.	MILGRIM	4TH FLOOR YOUNG FLAIR DEPT.
Tuesday Sept. 11 2:30 P.M.	PRESS PREVIEW: CRUISE & HOLIDAY COLLECTION Showing of fashions designed by Betty Carol. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE DRESS INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Sept. 11	BOWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 2).		
Beginning Tuesday Sept. 11	OPENING: HOLIDAY AND CRUISE COLLECTIONS Continuous daily showings. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Tuesday Sept. 11	OPENING: CRUISE COLLECTION OF COATS By appointment only. Contact: Mr. Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Wednesday Sept. 12 10:30 A.M.	OPENING: RESORT SPORTSWEAR COLLECTION By invitation only. Publicity: Rea Lubar, 32 E. 39th St., OX. 7-4998.	JOHN WEITZ OF AMCO	1407 BROADWAY SHOWROOM - 17TH FLOOR
Wednesday Sept. 12 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Presentation of Branell Fall fashions, available at Best & Co. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Branell--Eleanor Lambert, MU. 8-2130; Best--Gay Stearns, PL. 9-2000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	BRANELL	WALDORF-ASTORIA PEACOCK LOUNGE
Wednesday Sept. 12 12:30 P.M.- 2:30 P.M.	PREVIEW OF NEW WRAP 'N' TIE FASHIONS Champagne brunch. Showing at 2:00 P.M. By invitation only. Publicity: Lee Klein at Ken R. Williams, 124 West 55th St., JU. 6-8217.	SWIRL (1350 BROADWAY)	THE EMBERS 161 EAST 54TH STREET
Wednesday Sept. 12 2:00 P.M.	PRESS PREVIEW: HOLIDAY AND RESORT DRESSES Press preview Wednesday, Sept. 12. Trade showings beginning Sept. 17 at 10:30 A.M. and 2:00 P.M. By invitation. Publicity: Pauline Greene at Charles J. Charney, 101 W. 55th St., PL. 7-0955.	REMBRANDT FROCKS	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 12 2:30 P.M.	PREVIEW OF FALL AND WINTER COLLECTION Mme. Garnett will personally present her Fall and Winter collection. By invitation only. Contact: Floria Paci, EL. 5-5275. Publicity: Elizabeth Maher Associates, EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Sept. 12	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Pg. 2).		
Wednesday Sept. 12 4:00 P.M. Cocktails	PREVIEW OF 1957 SWIMSUITS Jantzen will preview their 1957 "International Set" Cruise, Spring and Summer collection. <u>Showing at 4:30 P.M.</u> By invitation only. Buyers' contact: Maryle Allen; publicity: Lillian Zmania, OX. 7-0811.	JANTZEN, INC.	HOTEL PLAZA BALLROOM
Wednesday Sept. 12 4:00 P.M.	PRESS PREVIEW: NEW FAR EASTERN SHOP Preview of gifts and decorative accessories. By invitation only. Publicity: Nancy Rosenfield, OX. 5-4400, Ext. 2431.	MACY'S NEW YORK	8TH FLOOR FAR EASTERN SHOP
Thursday Sept. 13 9:00 A.M.- 11:30 A.M.	PREVIEW: UPHOLSTERY & DRAPERY FABRICS Breakfast preview of drapery and upholstery fabrics for Spring. By invitation. Contact: David Martin, YU. 6-7700.	J. H. THORP & CO., INC.	250 PARK AVENUE SHOWROOM - 2ND FLOOR
Thursday Sept. 13 11:00 A.M.	HOLIDAY AND CRUISE COLLECTION Showing of Helena Barbieri's Holiday and Cruise collection in new showroom. By invitation. Contact: CH. 4-3169.	MODERN COUTURE (HELENA BARBIERI)	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Sept. 13 12:30 P.M. Luncheon	FALL SUITS BY BEN GERSHEL Ben Gershel's Fall suits will be presented by B. Altman during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Altman Publicity: Eleanor Horton, MU. 9-7000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	B. ALTMAN & CO.	HOTEL PLAZA PERSIAN ROOM
Thursday Sept. 13 3:00 P.M.	PREVIEW OF FASHIONS BY MURIEL KING Press preview of Fall fashions by Muriel King, with Stein & Blaine furs. By invitation only. Contact: FL. 3-7700.	STEIN & BLAINE	13 WEST 57TH STREET 2ND FLOOR
Thursday Sept. 13 5:00 P.M.- 7:00 P.M.	PREVIEW OF NEW LINGERIE FABRIC Introduction of "Angel's Touch," new lingerie fabric. <u>Fashion show at 5:30 P.M.</u> By invitation only. Contact: Kay Rickman, OX. 5-1000.	J.P. STEVENS & CO., INC.	WALDORF-ASTORIA EMPIRE ROOM
Sept. 14	MAINBOCHER'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Pg. 2).		
Friday Sept. 14 12:15 P.M. Luncheon	PRESS PREVIEW OF CUSTOM MILLINERY Press preview of the Fall custom order millinery collection designed by Tatiana du Plessix. By invitation. Publ.: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE-2ND FL.
Sept. 15	YOM KIPPUR--Jewish Day of Atonement (Saturday).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 17 10:30 A.M.	PRESS PREVIEW: HATS BY MARTIN BELASCO Jay Thorpe will present Fall millinery designed by Martin Belasco. (<u>Note Change of Date</u>). By invitation only. Publ: Gloria Lynch, JU. 6-1000.	JAY THORPE	24 WEST 57TH STREET MAIN FLOOR
Monday Sept. 17 12:15 P.M.; 6:00 P.M.	FALL FASHIONS BY GLORIA SWANSON Showing of international styles and fabrics in Gloria Swanson dresses. Press invited. Open to public. Publicity: Arthur M. See, LA. 4-7000.	SAKS-34TH	FOURTH FLOOR
Beginning Monday Sept. 17 10:00 A.M.- 3:00 P.M.	DAYTIME & COCKTAIL FASHIONS FROM HAITI Press preview, <u>Sept. 19</u> , of hand-embroidered day and cocktail dresses, designed by Adele Sassine of Port-au-Prince, Haiti. <u>Showings Sept. 17 - Sept. 22</u> . Contact: Eunice Strauss, 19997 Lichfield Rd., Detroit 21, Mich.	CARIBBEAN ORIGINALS	HOTEL PLAZA
Monday Sept. 17 4:00 P.M.	PRESS PREVIEW OF RESORT COLLECTION Hannah Troy will preview her Resort and Travel collection for the press. By invitation. Publicity: Gladys Steiner at Lester Harrison, FL. 1-2820.	HANNAH TROY	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday Sept. 17 4:00 P.M. Tea	PRESS PREVIEW OF LINGERIE COLLECTION Vanity Fair's Winter and Holiday lingerie collection "in a romantic mood." By invitation. Publicity: Dorothy Tivis, MU. 8-4805.	VANITY FAIR MILLS	640 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Monday Sept. 17 5:30 P.M.- 7:30 P.M.	FORMAL OPENING: NEW MILLINERY COLLECTION Showing of Winter and Holiday custom and wholesale millinery. By invitation. Publicity: Vera Bacal-Fredy Schey, 419 E. 57 St., PL. 3-8421.	TOBY COPPOCK, INC.	23 EAST 67TH STREET SALON
Sept. 17- Sept. 23	NATIONAL SWEATER WEEK. Contact: Charles Reichman, Nat'l Knitted Outerwear Foundation, 386 Fourth Avenue, MU. 3-7520.		
Tuesday Sept. 18 9:00 A.M. Breakfast; 4:30 P.M.- 7:00 P.M. Cocktails	INTERNATIONAL FASHION SHOW & FABRIC EXHIBIT The Dobeckmun Company of Cleveland will celebrate the 10th anniversary of Lurex, non-tarnishing metallic yarn, with an international showing of couture fashions and decorator fabrics. Showings for fashion and home furnishings press and publicists-- <u>9:30 A.M.</u> ; for retail representatives and special guests-- <u>5:00 P.M.</u> ; for retailers and manufacturers-- <u>Wednesday, Sept. 19 at same hours</u> . By invitation only. Contacts: fashion information: Julia Morse, Marion Christopher; home furnishings: Ellen Grotto at Anderson & Cairns, MU. 8-5800. Publ: Lynn Given at Dobeckmun, OX. 5-5380.	LUREX DIVISION, THE DOBECKMUN COMPANY	HOTEL AMBASSADOR BALLROOM - TRIANON
Tuesday Sept. 18 11:30 A.M.	PRESS PREVIEW OF FALL READY-TO-WEAR Bergdorf Goodman will preview their Fall ready-to-wear originals. By invitation only. Publicity: Florence Neff, FL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 18 12:30 P.M. Luncheon	FALL COATS & SUITS AT LUNCHEON SHCW Harry Frechtel's coats and suits, available at Lord & Taylor. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	HARRY FRECHTEL	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 18 1:00 P.M.	OPENING CRUISE AND RESORT COLLECTION Showings of Cruise and Resort collection designed by Alan Phillips; and "Minuettes," cocktail dresses designed by Miss Mercedes. By invitation. Publicity: Lee Klein at Ken Williams, 124 W. 55th St., JU. 6-8217.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FL.
Tuesday Sept. 18 2:30 P.M.	OPENING: HOLIDAY AND RESORT COLLECTIONS By invitation. Daily thereafter at same hour. Contact: LA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FL.
Tuesday Sept. 18 3:00 P.M.	PREVIEW: HOLIDAY & CRUISE COLLECTION By invitation only. <u>Daily showings from Wed., Sept. 19 at 11:00 A.M.</u> Contact: Lois Silverman, LO. 4-1860.	JACK HOFWITZ ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Sept. 18- Sept. 20 3:45 P.M.	OPENING OF RESORT DRESS COLLECTION Sam Friedlander will present his Resort and Holiday collection of cocktail and evening dresses at 3:45 P.M., Sept. 18, 19, 20. Contact: PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Tuesday Sept. 18 4:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF RESORT & SUMMER SWIMSUITS Jordan will preview the Sea Nymph Resort and Summer collection, designed by Grace Arcuri; also, introducing Mabs of California, couturier swimsuits. <u>Showing at 4:30 P.M.</u> By invitation. Publ.: Helen Rothman, WI. 7-6700.	JORDAN MFG. CO. (SEA NYMPH)	HOTEL ST. REGIS ROOF
Wednesday Sept. 19 10:30 A.M.; 11:30 A.M.	PRESS PREVIEW: HOLIDAY & RESORT CLOTHES Preview of Martini collection at 10:30 A.M.; <u>Miss Martini</u> at 11:30 A.M. Daily at same hours. Contact: LO. 4-0616.	MARTINI DESIGNED; MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Sept. 19 11:00 A.M.	PRESS PREVIEW: CUSTOM- ORDER ORIGINALS Oldric Royce will present his Fall and Winter collection of custom-made fashions. By invitation only. Publicity: Nona James, MU. 5-4834.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Wednesday Sept. 19 12:00 Noon Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON Luncheon presentation of Fall fashions from the Hattie Carnegie Blue Room. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Hattie Carnegie Publicity: Sidney Winters, PL. 5-2600. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	HATTIE CARNEGIE BLUE ROOM	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Sept. 19 12:30 P.M. Luncheon	FALL FASHIONS BY MADELEINE FAUTH Luncheon showing of Fall fashions by Madeleine Fauth, available at leading stores. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Madeleine Fauth Publicity: Isabelle Crawford, BR. 9-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	"CLOTHES FOR YOU", INC. (1400 BROADWAY)	HOTEL PIAZA PERSIAN ROOM
Beginning Wednesday Sept. 19 2:30 P.M.	RESORT FASHIONS BY CEIL CHAPMAN Ceil Chapman will present her Resort and Holiday collection daily at 2:30 P.M. By invitation. Publicity: Alto Schifrine, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 20 10:30 A.M.	PRESS PREVIEW: COUTURE AND BOUTIQUE COLLECTIONS For press only, by invitation. <u>Trade showings</u> Sept. 21, 24, 25, 26, 27 and 28 at same hour. Publicity: Eleanor Lambert. Contact: Estelle Marr, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM-23RD FLOOR
Thursday Sept. 20 11:00 A.M.	PRESS PREVIEW: RESORT & EARLY SPRING COLLECTION European-influenced collection of dresses and separates in imported fabrics. For press and resident buyers. By invitation. Trade showings, beginning Monday, Sept. 24 at 2:00 P.M. Publ.: Gloria Gelfand, PE.6-8263.	SIR JAMES, INC.	1407 BROADWAY SHOWROOM-34TH FLOOR
Thursday Sept. 20 12:00 Noon Buffet	PREVIEW: HOLIDAY AND RESORT COLLECTION Sylvia Kaplan will present the Holiday and Cruise collection of dresses, suits and ensembles. <u>Showing at 1:15 P.M.</u> By invitation. Daily thereafter at 1:15 and 4:00 P.M. (<u>Note Change Of Date</u>). Contact: Genevieve Cawley, LO. 5-4115. Publ.: Rose Hilton, 475 Fifth Ave., MU.5-5133.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Thursday Sept. 20 12:00 Noon Luncheon	SEVENTH ANNUAL CONVENTION LUNCHEON Luncheon for members and their guests. (Members' meeting at 10:00 A.M.). Price: \$10.00, contact: Fragrance Foundation, 1 E. 53rd St., EL. 5-3168.	THE FRAGRANCE FOUNDATION	SAVOY-PLAZA HOTEL GOLD ROOM
***** Thursday * Sept. 20 * 9:00 A.M.* Breakfast* *****	PREVIEW OF RESORT & SPRING COLLECTION Masket Bros. will preview their sportswear by Pembroke Squires; and separates by Frank Smith. By invitation. <u>Trade showings beginning Mon., Sept. 24 at 9:30 A.M.</u> Contact: Bernard Masket, BR. 9-7160.	***MASKET BROS.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Sept. 20 4:30 P.M. Cocktails	PREVIEW OF SWIMSUIT COLLECTION Preview of 1957 Cruise and Summer swimsuits and playclothes. <u>Showing at 5:00 P.M.</u> By invitation only. Publ.: Virginia Dickson, MU. 3-7020.	CATALINA, INC. (425 FIFTH AVENUE)	HOTEL AMBASSADOR BALLROOM
Friday Sept. 21 9:00 A.M. And 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Fall presentation of imports at breakfast (9:00 A.M.) and luncheon (12:00 Noon). Speaker and commentator: Carmel Snow, Editor-in-Chief of "Harper's Bazaar." Co-Chairmen, Ready-to-Wear Division: Bettina Ballard and Margaret deMille. Prices: Breakfast--\$5.50 (members), \$8.00 (guests); Luncheon--\$7.50 (members), \$10.00 (guests). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Monday Sept. 24 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Ann Cox will present her Fall fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Ann Cox contact: Harry Collins, PL. 3-1437. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ANN COX, INC. (23 WEST 57TH ST.)	HOTEL PLAZA PERSIAN ROOM
Monday Sept. 24- Sept. 28	NEW IMPORTED AND DOMESTIC FABRICS Spring and Summer silks. (<u>Note Change Of Dates</u>). Press by invitation. Contact: Countess Denise Dolfin, LO. 4-3335. Publ.: Ken Williams, JU. 6-8217.	A.P. SILK CO., INC.	1412 BROADWAY SHOWROOM - 15TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 25 11:30 A.M.	PRESS PREVIEW OF GIFTS AND ANTIQUES Bergdorf Goodman will preview their gifts and antiques to the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 25 2:30 P.M.	OPENING: CRUISE AND BEACHWEAR COLLECTION By invitation. Daily thereafter. Publ: Vera Bacal-Fredy Schey, PL.3-8421.	CABANA	1410 BROADWAY SHOWROOM
Wednesday Sept. 26 12:30 P.M. Luncheon	SHOWING OF FALL READY-TO-WEAR FASHIONS Bloomingdale's "Green Room" fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.176. Bloomingdale Publicity: Margaret deMille, EL. 5-6400. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BLOOMINGDALE'S	HOTEL PLAZA PERSIAN ROOM
Wednesday Sept. 26 12:30 P.M. Luncheon	131ST ANNIVERSARY FASHION SHOW Arnold Constable will present Fall fashions at their 131st Anniversary luncheon. Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000. Arnold Constable Publ: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Sept. 26 2:30 P.M.	PREVIEW: COCKTAIL CLOTHES FOR HOLIDAY & RESORT Murray Hamburger will present the new collection designed by Ric McClintock. <u>Daily showings thereafter at 10:30 A.M. and 2:30 P.M.</u> Contact: Lew Lessick, BR. 9-2680. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	THE DATE LINE	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday Sept. 26 4:00 P.M. Cocktails	PRESS PREVIEW OF SWIMSUIT COLLECTION Caltex of California and Flexees will preview their Resort swimsuits. <u>Showing at 4:30 P.M.</u> By invitation. Contact: Jim Kahn, MU. 9-2100.	CALTEX OF CALIFORNIA; FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Sept. 27 3:30 P.M. Cocktails	PREVIEW OF RESORT & SUMMER SWIMSUITS Press preview of the 1957 collection of Roxanne swimsuits. Showing at 4:00 P.M. By invitation only. Publ: Marion Cherry, MU. 2-7025.	ROXANNE SWIMSUITS	SAVOY PLAZA HOTEL SAVOY ROOM

RESORT-SPRING COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

Beginning	DAVIDOW.	550 Seventh Avenue.	PE. 6-6909
Monday	DAVID M. GOODSTEIN, INC.	498 Seventh Avenue.	LA. 4-2577
October 1	KANE-WEILL.	498 Seventh Avenue.	LO. 5-3041
	ZOLTAN ROSENBERG CO.	550 Seventh Avenue.	LA. 4-6691
	SPORT-CRAFT, INC.	550 Seventh Avenue.	LA. 4-9724

Monday October 1 4:00 P.M. Cocktails	WOMEN'S AND CHILDREN'S RESORT & SPRING CLOTHES Preview for press and buying offices. Showing at 4:30 P.M. By invitation. Publicity: Barbara McGinnis at White Stag, BR. 9-1975.	WHITE STAG (1407 BROADWAY)	PLAZA HOTEL TERRACE ROOM
Tuesday October 2 10:30 A.M.	OPENING: HOLIDAY AND SPRING COLLECTION Daily showings thereafter at 10:30 A.M. Contact: Eleanor Rose, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday October 2 2:30 P.M.	PRESS PREVIEW: RESORT & SPRING COLLECTION By invitation. Trade showings thereafter at 2:30 P.M. Contact: LO. 4-2155.	CLAIRE McCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday October 3 2:30 P.M.	PRESS PREVIEW: BRIGANCE RESORT-SPRING COLLECTION Preview, in new showroom (550 Seventh Ave.) of Brigance's Resort and Spring collection of beach and playclothes, separates, dresses. By invita- tion. <u>Trade showings</u> daily thereafter, at 2:30 P.M. Contact: LO. 3-1534.	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday October 4 9:00 A.M. Breakfast	PREVIEW: 1957 COLE AND DIOR SWIMSUITS Preview of Cole's 1957 collection of misses and juniors beachwear collec- tions; also the Christian Dior swimsuit collection. <u>Showing at 9:30 A.M.</u> By invitation. New York Contact: 1407 Broadway, Room 2703, BR. 9-6377.	COLE OF CALIFORNIA (2615 FRUITLAND, L.A.)	HOTEL PLAZA BALLROOM
Friday October 5 11:00 A.M.	PRESS PREVIEW OF RESORT-SPRING COLLECTION By invitation. <u>Trade showings</u> Oct. 9, 10, 11, 15 and 17 at <u>10:30 A.M.</u> Contact: WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday October 10 3:30 P.M. Cocktails	PREVIEW OF RESORT & SUMMER SWIMSUITS Rose Marie Reid will preview her Resort and Summer swimsuit collection for misses and juniors. Show followed by cocktails. By invitation only to press and buyers. Publicity: Jan Lovett, PE. 6-6275.	ROSE MARIE REID (1407 BROADWAY)	HOTEL PIERRE GRAND BALLROOM

SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

Beginning	LARRY ALDRICH CO., INC.	530 7th Ave. (12 Fl.)	CH. 4-1872
Monday	BEN BARRACK, INC.	498 7th Ave. (7 Fl.)	LO. 4-3923
October 15	HARVEY BERIN LTD.	530 7th Ave. (7 Fl.)	PE. 6-0206
	BRANELL.	530 7th Ave. (27 Fl.)	PE. 6-6983
	OLEG CASSINI, INC.	498 7th Ave. (11 Fl.)	LO. 5-6453
	WILLIAM FOX, INC.	530 7th Ave. (21 Fl.)	OX. 5-4070
	ED GERRICK, INC.	550 7th Ave. (7 Fl.)	LO. 4-1820
	A. GOODMAN & CO., INC.	530 7th Ave. (17 Fl.)	WI. 7-4077
	GRABOIS.	498 7th Ave. (5 Fl.)	CH. 4-2767
	HARMAY	498 7th Ave. (22 Fl.)	PE. 6-5547
	JACK HORWITZ ASSOCIATES	498 7th Ave. (9 Fl.)	LO. 4-1860
	JOBBER, INC.	530 7th Ave. (20 Fl.)	PE. 6-1938
	JUNIOR SOPHISTICATES	498 7th Ave. (4 Fl.)	LO. 4-0462
	NAT KAPLAN, INC.	498 7th Ave. (21 Fl.)	LO. 5-4115
	DAVID LEVINE CO.	530 7th Ave. (21 Fl.)	LA. 4-0237
	ROSALIE MACRINI	550 7th Ave. (11 Fl.)	CH. 4-2655
	PAUL PARNES CORP.	498 7th Ave. (10 Fl.)	CH. 4-4600
	BEN REIG, INC.	498 7th Ave. (23 Fl.)	CH. 4-1542
	RUDOLF GOWNS	530 7th Ave. (12 Fl.)	WI. 7-6865
	MARTIN SIMON, INC.	498 7th Ave. (7 Fl.)	LA. 4-2877
	HERBERT SONDHEIM, INC.	530 7th Ave. (20 Fl.)	LA. 4-7540
	FRANK STARR, INC.	530 7th Ave. (19 Fl.)	LA. 4-7690
	SUZANNE-AUGUSTINE, INC.	1 W. 47 St. (7 Fl.)	PL. 7-3465
	HANNAH TROY, INC.	530 7th Ave. (2 Fl.)	LO. 3-0988
	SAMUEL WINSTON, INC.	530 7th Ave. (11 Fl.)	CH. 4-2617